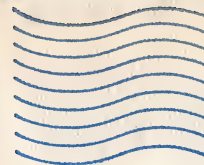
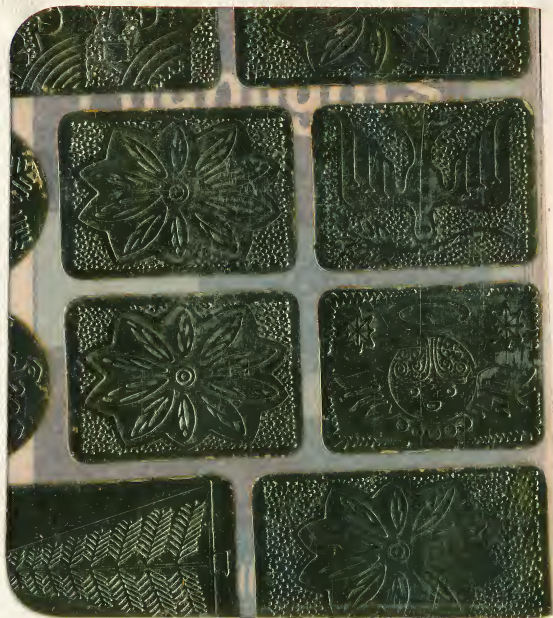


HIGHLIGHTS FOR CHILDREN  
2300 WEST FIFTH AVENUE, COLUMBUS, OHIO 43216



Bulk Rate  
U. S. POSTAGE  
**PAID**  
Highlights  
For Children

**FREE GOLD SEALS**  
*to decorate your Christmas gifts!*



10320422  
THEODOR H NELSON  
458 W 20TH ST  
NEW YORK N Y

QB-H

10011

If necessary, please correct your name, address and zip code.

“Good grief,  
it’s 3 days after Christmas and all  
the kids’ presents are falling apart!”

THIS YEAR, GIVE SOMETHING WONDERFUL THAT LASTS...

# HERE'S YOUR GIFT ... plus a HIGHLIGHTS Shopping List for your Christmas favorites!

DETACH THESE SEALS BEFORE MAILING  
YOUR CHRISTMAS GIFT LIST



QB-H

10320422  
THEODOR H NELSON  
458 W 20TH ST  
NEW YORK N Y

QB-H

10011

If necessary, please correct your name, address and zip code.

•GDZ 45

**Act now – holiday gift rates in effect!**

First 1-year gift subscription (11 issues), \$7.95. Additional 1-year gifts, just \$6.95 each. Price includes free hand-signed Christmas gift card for every child on your list.

☐ Payment of \$\_\_\_\_\_ enclosed. ☐ Bill me after January 1.

Please add 50¢ per subscription for gifts sent to Canada, or \$1 per subscription for gifts sent outside United States territorial boundaries.

**WHEN ORDERING, PLEASE RETURN ENTIRE ORDER FORM!**

*Print your CHRISTMAS GIFT LIST here*

## First Gift

CHILD'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Sign gift card "From \_\_\_\_\_"  
11•GSZN

## Second Gift

CHILD'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Sign gift card "From \_\_\_\_\_"  
11•GSZN

## Third Gift

CHILD'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Sign gift card "From \_\_\_\_\_"  
11•GSZN

## Fourth Gift

CHILD'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Sign gift card "From \_\_\_\_\_"  
11•GSZN

## Fifth Gift

CHILD'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Sign gift card "From \_\_\_\_\_"  
11•GSZN

## Sixth Gift

CHILD'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Sign gift card "From \_\_\_\_\_"  
11•GSZN

Mail entire form, including top half, to:

**HIGHLIGHTS FOR CHILDREN**, 2300 West Fifth Avenue, Columbus, Ohio 43216

PZO-OQ



\* \* \* \* \*  
\*  
\* When you give HIGHLIGHTS to a child, \*  
\* he gets eleven Christmases next year. \*  
\* Some kids have all the luck. \*  
\*  
\* \* \* \* \*

Dear Friend:

When I was little, I had an aunt who sent me handkerchiefs every year for Christmas. Every year. I never even opened them.

On the other hand, I loved the mechanical toys my grandfather gave me. The only trouble was, the mainspring or the batteries would conk out in a week or two . . . and so would the gift.

The same sort of thing probably happened to you. And it points out a dilemma that adults are always facing: where do you find a children's gift that's fun, durable, worth giving -- and doesn't cost an arm and a leg?

HIGHLIGHTS FOR CHILDREN is one of the better answers.

First of all, HIGHLIGHTS is the most popular children's magazine in America. With good reason. Send it to a child from 2 to 12 years old, and you'll be giving him more long-range fun than any toy or game can ever offer. It's wholesome fun, too -- with none of the sinister overtones you find in so many children's playthings.

Then there's the life expectancy of your gift. Instead of wearing out, HIGHLIGHTS actually improves as the year goes on. That's because its 11 big issues become part of your young

friend's permanent library. (You're actually giving 11 "repeatable" Christmases at one time.) Youngsters come back again and again to the delightful stories and activities that help them think their way through every issue.

And that's the key to HIGHLIGHTS approach: showing young girls and boys how much fun thinking can be.

You know what today's kids are like. As a teacher said to me recently, "They seem to be born brighter than we were." The children on your gift list need more than the mental marshmallows they find in so many comic books and TV programs. In HIGHLIGHTS, they get the challenge they deserve.

Not one inch of space is wasted on advertising. Or "cute" stories. Or anything else that fails to stretch a youngster's mind and help him learn. HIGHLIGHTS is for fun . . . but it's definitely fun with a purpose.

A "hidden picture" prompts a 6-year-old to solve a tricky problem with his eyes. Phonetic games help preschoolers and early readers learn new ways to use their words. A sixth grader falls in love with science as she reads an article on the Apollo space program. New horizons on every page, graded for every age level.

As you might guess, HIGHLIGHTS editors are also teachers. But they're trained psychologists too -- and that can make quite a difference:

HIGHLIGHTS doesn't give "lessons." It doesn't preach. Yet the subject matter of many features is closely related to school work. While your young friends make their own discoveries and draw their own conclusions, they're also getting fresh information and valuable reading practice that are sure to help them do better in school. (This even applies to preschool youngsters: HIGHLIGHTS prepares them for kindergarten with magnificent "reading readiness" materials.)

HIGHLIGHTS learning activities are as wide-ranging as a youngster's dreams on Christmas Eve. Science and math articles delight 9-to-12-year-olds with the simple but accurate "grown-up" material they contain. The fiction, handcraft, art and music features appeal strongly to every age group. And special pre-school sections give delightful answers to the plaintive "What can I do now?" of the younger child. When you give a subscription to HIGHLIGHTS, you can count on its being enjoyed by every youngster in the family!

You can also expect some pleasant side effects from another facet of HIGHLIGHTS personality. Without nagging or bullying, the editors gently emphasize good manners. By raising questions about how to get along with others, they help children see the sense in considerate, thoughtful behavior. Perhaps it's an old-fashioned notion, but thousands of parents like the results. I rather imagine you will too.

Now -- what does HIGHLIGHTS look like?

The magazine's physical appearance is as impeccable as its contents. Each 42-to-50 page issue is preserved between heavy, washable covers. Spritely illustrations decorate the easy-to-read 9" x 11 1/4" pages. There are no coloring or cut-out pages to mar the lasting beauty of your gift.

And HIGHLIGHTS is beautiful -- particularly in its full-color pages. Every issue contains a special section in color, with subjects ranging from breath-taking photos of wild animals to faithful reproductions of Rembrandts and Renoirs. Children love the vivid color -- and it whets their appetites for more and more learning!

All in all, HIGHLIGHTS is unique among children's publications. Yet it is not expensive. Your first gift subscription costs only \$7.95. And additional gifts are but \$6.95 each.

Moreover, your gifts are not confined to the 11 issues each child will receive in 1971. In addition, there is a free gift for

this coming Christmas: a remarkable ACTIVITY CALENDAR announcement card that is a spectacular surprise all by itself! If we receive your order before December 15, this full-color bonanza will be rushed to the children on your list in time for the holidays. It's a captivating sample of all the learning fun that HIGHLIGHTS will bring in the year ahead -- ideal "thinking cap" entertainment for Christmas afternoon! Take a look at the enclosed circular and you'll see what I mean.

Just give us your complete list of "Christmas children" on the accompanying gift form. Then mail it in the postpaid envelope I've provided. Since there's no need to send any money (the bills won't go out until January), do it now and avoid the rush.

Sincerely,



C.W. Pettegrew  
for HIGHLIGHTS

P.S. Don't forget to tell us how to sign each of your gift announcement cards!

**FIRST CLASS**

Permit No. 1167  
Columbus, Ohio

**BUSINESS**

**REPLY**

**MAIL**

**NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES**

**Postage Will Be Paid By**

# **Highlights for Children**

**2300 WEST FIFTH AVENUE  
COLUMBUS, OHIO 43216**

NAME

ADDRESS

CITY

STATE

ZIP CODE

PZR-T9



In this topsy-turvy age,  
**HIGHLIGHTS** is the children's  
gift that sets things straight.

# The "everyday is

GIVE A YEAR FULL OF PRESENTS ♦ G

The longer Christmas lasts, the better children like it. such a wonderful holiday gift. Month after month, magazine reminds your favorite youngsters of It's a lasting token of the year-round affection you feel for



**A "MAVERICK" MAGAZINE**—You've never seen another children's magazine like HIGHLIGHTS. It contains no advertising to divert a child's attention. No cut-outs or coloring pages to lessen its permanent value in a child's library. No sticky-sweet stories or too-easy puzzles that underestimate a youngster's intelligence.

Instead, HIGHLIGHTS *challenges* children. The stress is always on creative thinking. Science, nature, games, fiction, handcrafts, music and art—often accompanied by beautiful *full-color pictures*—make every page a delight. And there's something stimulating for every age level from preschool toddlers on up to junior high school students.

**FUN WITH A PURPOSE**—The editors of HIGHLIGHTS, headed by Dr. and Mrs. Garry C. Myers, its founders, are internationally respected teachers and child psychologists. They believe that every child, whether he's a tot of 2 or a pre-teen of 12, can *enjoy* learning. So they pack HIGHLIGHTS with fresh, interesting activities that start your young friends wondering about their world—and lead them into new areas of understanding.

There are picture stories and exciting thinking games for the can't-read-yet set. Handcraft projects, "hidden pictures" and simply-worded features for children who have just learned to read. Sophisticated science and history articles, plus top-quality fiction, for advanced readers in the 9-to-12 bracket. No matter where their interests lie, children can't help finding new worlds to conquer!

HIGHLIGHTS *also encourages* such basic virtues as politeness, attention to safety rules, and respect for others. But there's no preaching or moralizing—just warm, person-to-person talk that lets youngsters draw their own conclusions.

**IMPROVES LEARNING SKILLS**—To help children learn to read and think well, HIGHLIGHTS appeals to their natural curiosity. For the toddler, this might mean something as simple as comparing two drawings to see which is bigger. For a 10-year-old, it could involve an experiment to demonstrate how air pressure works. Whatever his age, the child acquires self-confidence as he learns by himself.

As *self-confidence* grows, so do reading skills. Each successful experience makes a child eager for more—he *wants*

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# S Christmas" Gift

## ◆ GIVE HIGHLIGHTS FOR CHILDREN!

en like it. That's why HIGHLIGHTS FOR CHILDREN makes  
r month, 11 times a year, this superb children's  
gsters of the fun of Christmas . . . and of you.  
u feel for children or grandchildren, nieces or nephews.



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to read HIGHLIGHTS because he knows how much fun it  
can bring him. He learns to take bigger words and more  
complicated ideas in his stride. Reading becomes a wel-  
come pastime . . . and the chances are good that his I.Q.  
will increase as his reading skills and vocabulary grow!

**FRESH MATERIAL FOR SCHOOL**—Throughout the year,  
HIGHLIGHTS brings a steady stream of exciting school-related  
ideas into the home. Children often complete the projects  
in the magazine on their own, and then take the finished  
results to class—to the delight of teachers. And if you've  
ever helped a child round up material for an art project  
or a science fair, you can imagine how useful these teacher-  
tested ideas are to parents!

In fact, HIGHLIGHTS is one of the best incentives you can  
find for encouraging youngsters to take an active, ques-  
tioning interest in their school work.

**SPECIAL CHRISTMAS GIFT RATES** A children's gift that's  
both inexpensive and worthwhile is a rare thing. But

HIGHLIGHTS fills the bill. And its wide age range makes it  
an ideal gift for families with several children—one subscrip-  
tion can do double or even triple duty.

By ordering now, while Christmas gift rates are in effect,  
you can give a full 11-issue subscription to your favorite  
youngster for just \$7.95. *If you give more than one subscrip-  
tion, the price drops to \$6.95 for each gift after the first one.*

**ORDER TODAY FOR A HOLIDAY BONUS**—Send us your  
complete Christmas gift list today, and we'll mail a very  
special Gift Announcement Card to each of your young  
friends. This wonderful, exciting Activity-For-The-Month  
Calendar is a Christmas present all by itself—it gives children  
a tantalizing taste of the fun that's in store when the first  
issue of your gift subscription arrives in January.

To make sure the Gift Announcement Card arrives in time  
for the holidays, we must receive your order before Decem-  
ber 15. So fill in the enclosed order form and mail it today  
in the postpaid envelope we've provided. It's a wonderful  
way to make those children happy all year long!

# "Gift

EN!



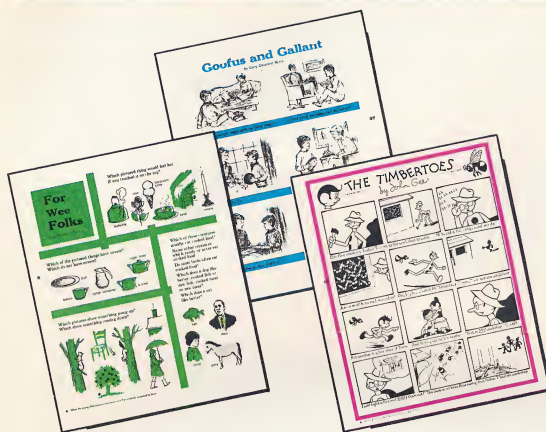
the bill. And its wide age range makes it  
families with several children—one subscrip-  
tion or even triple duty.

While Christmas gift rates are in effect,  
all 11-issue subscription to your favorite  
magazine is \$7.95. If you give more than one subscrip-  
tion, the rate is \$6.95 for each gift after the first one.

**FOR A HOLIDAY BONUS**—Send us your  
gift list today, and we'll mail a very  
announcement Card to each of your young  
wonderful, exciting Activity-For-The-Month  
Christmas present all by itself—it gives children  
of the fun that's in store when the first  
subscription arrives in January.

Gift Announcement Card arrives in time  
you must receive your order before Decem-  
ber. Enclose the order form and mail it today  
in the envelope we've provided. It's a wonderful  
way to keep children happy all year long!

## Year-round thinking fun for kids from 2 to 12



### THE PRESCHOOL SET

HIGHLIGHTS helps children 2 to 5  
get ready for reading. Picture stories,  
"matching" games, headwork and  
fun-to-do phonics problems build  
skills and interest youngsters in  
learning to read. Other stories teach  
good manners and self reliance.



### EARLY READERS 6 THROUGH 8

New words in HIGHLIGHTS build  
vocabulary and add to each child's  
reading skills. Hidden pictures teach  
perception and add fun. Creative  
projects encourage self-expression  
and provide long hours of pleasure.  
Stories and features help children  
learn to reason, and introduce guide-  
lines for getting along with others.



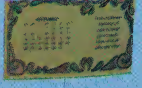
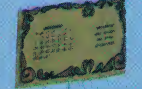
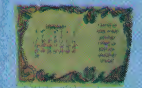
### YOUNGSTERS 9 AND UP

Articles by leading authorities  
explain fascinating "grown-up"  
topics in simple terms. Creative writ-  
ing and art projects appear in every  
issue. Good fiction and poetry help  
youngsters develop a taste for litera-  
ture. Stories and factual articles  
stress logical thinking.

## Check these important Highlights features:

- \* Eleven 42-to-50 page issues a year
- \* Full-color pages in every issue
- \* No advertising, ever
- \* Handsome washable covers to encourage preservation in child's permanent library
- \* Big 9" x 11 1/4" page size
- \* Beautiful illustrations and photographs throughout

# A BIG BRIGHT GIFT ANNOUNCES EACH SUBSCRIPTION YOU SEND!



Have you been searching for a truly exciting, creative gift for the favorite youngsters on your list? We've designed a fabulous, full-color Thought-and-Activity-for-the-Month-Calendar to delight and challenge any child from 2 to 12—and to announce your gift of HIGHLIGHTS.

Just as Highlights brings Fun-With-A-Purpose, this beautiful 1971 Activities Calendar will bring Fun-With-A-Purpose all year long! Combined, they make the best gift idea this year for the youngsters you want to remember. Putting the calendar together is an easy creative activity itself. And each month's thoughts serve as gentle reminders for your young friends of some of their "happy" responsibilities. On the back of each monthly calendar is an Activity for the Month . . . a hidden picture . . . a maze . . . drawing objects using four basic shapes . . . making up new tongue twisters and rhymes. This Special HIGHLIGHTS Calendar makes a lasting memento of your holiday gift. And of course, your name will be hand signed as you instruct us in a special position of honor.



Teachers love HIGHLIGHTS

"I recommend HIGHLIGHTS to . . .  
"For many years our children (4 of them) recommend HIGHLIGHTS to my students about Washington this month). Keep up!

"My children read and re-read . . .  
"My children read and re-read their HIGHLIGHTS. I am a kindergarten teacher, and I find q

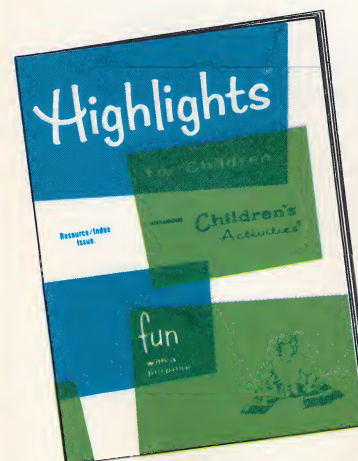
"I am a fifth grade teacher. . . .  
"I am a fifth grade teacher . . . and use olds. I am happy to express to you my e that your staff must have is circulated thr publishing and child loving."

"HIGHLIGHTS is always received with joy a . . .  
"HIGHLIGHTS is always received with joy a . . . lication of a magazine that has such stro zines designed for youth."

"As an Exceptional Child Teacher . . .  
"Tremendous magazine . . . As an Exce parents of 5 children, we find HIGHLIGHTS

"Creates interest in reading be . . .  
"As a teacher, I have found the book va children have found much information wh

"Using HIGHLIGHTS extensively . . .  
"Have been using HIGHLIGHTS extensively it up—especially the Headwork and Think



The spe

Because HIGHLIGHTS is a permanent part of the Resource/Index issue, it has permanence to you. It is quite different from other issues.

The Resource/Index issue is a yearbook. Prominent in it are the social studies, the year, and look at what a child can readily find. It is pleased to see topics as the Apollo 11 undersea exploration.

# Teachers love HIGHLIGHTS because it helps pupils learn!

**"I recommend HIGHLIGHTS to my students..."**

"For many years our children (4 of them) have enjoyed receiving HIGHLIGHTS. I am a 3rd grade teacher and I recommend HIGHLIGHTS to my students and encourage them to bring in the current poems, etc. (as the one about Washington this month). Keep up the good work in your magazine."

*Mrs. H. R. Leimenstoll, Danville, Indiana*

**"My children read and re-read their HIGHLIGHTS..."**

"My children read and re-read their HIGHLIGHTS. Each time they discover something 'new' to capture their interest. I am a kindergarten teacher, and I find quite a few articles and stories to use."

*Mrs. B. H. McDade, Jackson, Mississippi*

**"I am a fifth grade teacher..."**

"I am a fifth grade teacher . . . and use HIGHLIGHTS where it is applicable in a class of sophisticated 10-year olds. I am happy to express to you my enthusiasm for your magazine. Somehow the basic love and concern that your staff must have is circulated through HIGHLIGHTS. My best wishes for many more years of successful publishing and child loving."

*Mrs. I. J. Williams, Glassboro, New Jersey*

**"HIGHLIGHTS is always received with joy..."**

"HIGHLIGHTS is always received with joy and excitement by my child. I congratulate you on the successful publication of a magazine that has such strong appeal to the very young and yet avoids the trash of many magazines designed for youth."

*Dr. John L. Eiklor, Assoc. Professor of History  
State College of Iowa, Cedar Falls, Iowa*

**"As an Exceptional Child Teacher...and Reading Specialist..."**

"Tremendous magazine . . . As an Exceptional Child Teacher and my husband a Reading Specialist and as parents of 5 children, we find HIGHLIGHTS a wonderful tool."

*Mrs. Glenn Brosier, Fort Pierce, Florida*

**"Creates interest in reading beyond class texts..."**

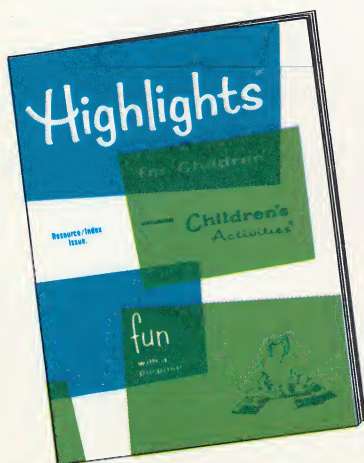
"As a teacher, I have found the book valuable in creating interest in reading beyond the class texts. My own children have found much information when writing various reports."

*Mrs. Verna Noble, Huntington Park, California*

**"Using HIGHLIGHTS extensively in experimental kindergarten..."**

"Have been using HIGHLIGHTS extensively in our experimental kindergarten and the children are just soaking it up—especially the Headwork and Thinking Pages and Hidden Pictures."

*Mrs. Mary West, Lincolnton, North Carolina*



## The special issue that enhances your gift

Because HIGHLIGHTS is meant to be a permanent part of a youngster's library, the Resource/Index issue adds value as well as permanence to your gift. This unusual issue is quite different from other HIGHLIGHTS issues.

The Resource section is, in effect, a world yearbook. Prominent authors in the sciences and the social studies summarize the preceding year, and look into the future in terms a child can readily understand. You'll be pleased to see round-up coverage on such topics as the Apollo space program . . . undersea exploration . . . broad trends in

national and international affairs. There will be feature stories about prominent men and women in government, sports, and the arts, too—outstanding contemporary figures whose lives will inspire young people to greater achievements.

The second half of this issue is a unique illustrated index. Because "look it up" skills are important for success in school, the index serves as a training ground for young readers. All the stories and features from the past year's HIGHLIGHTS are listed so children can easily refer to them for use in school projects and reports.